

RJ REYNOLDS

TOBACCO COMPANY

COPY

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September 22, 1997

RJR Account #081120

Mr. C. Polino

BUFFALO TOBACCO

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Coz:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 38 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	<u>2</u>
Light Men 100	12300-24492	<u>3</u>
Light 100	12300-24489	<u>3</u>
FF 100	12300-24490	<u>1</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE:

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,392.71

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B2G1F
BUFFALO TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$44.10 (3.15 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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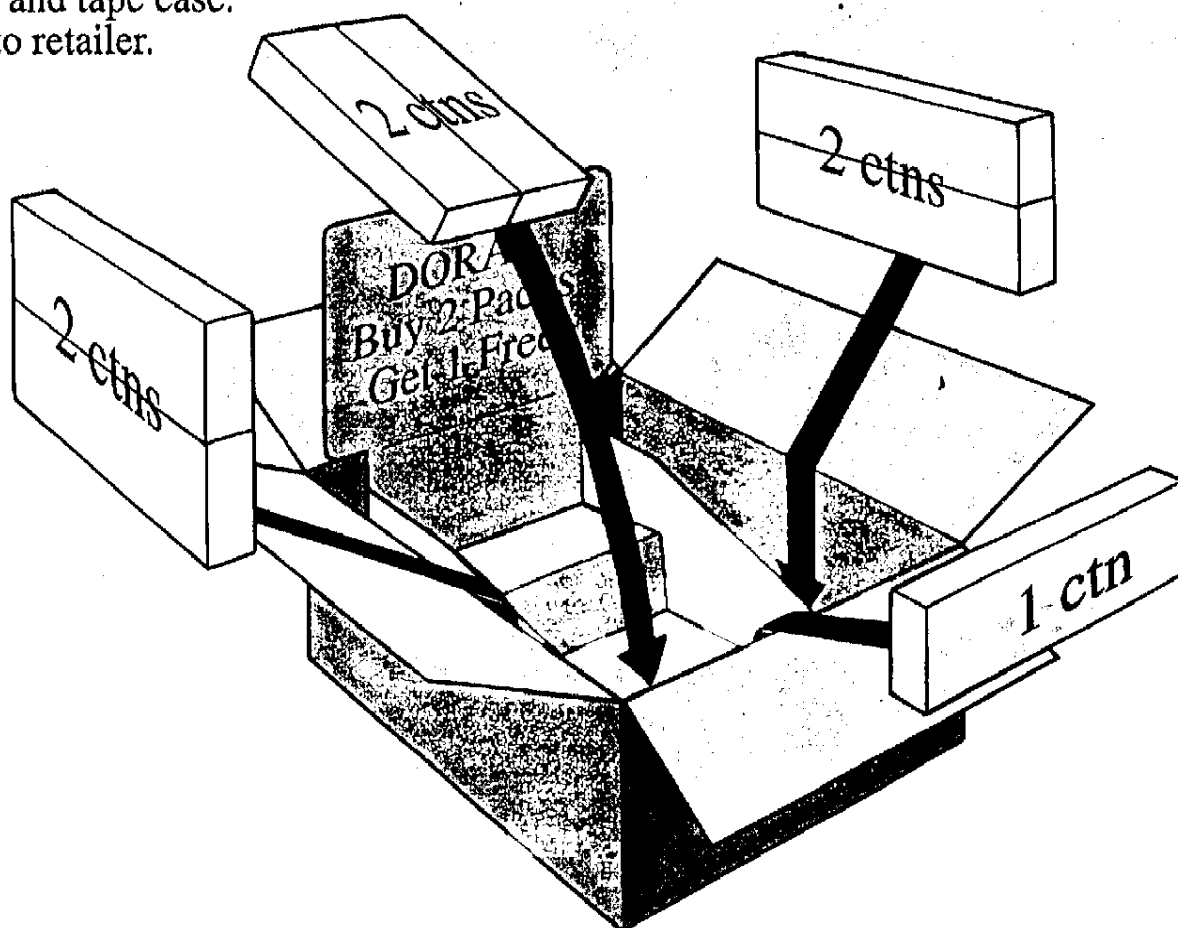
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	<i>LIGHT</i>	<i>LT MEN 100</i>	<i>LIGHT 100</i>	<i>FF 100</i>		
Number of Cartons						

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WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
 TEMPLATE : 701647 71100 DOR B2G1F NOV
 TEMPLATE SEQ : 0019
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	2		0362-0102	047514	(716)873-700
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	2				(716)871-8771
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	2				(716)297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	2		0362-0102		
162601	162626	752642	RAINTREE CONVENIENC	2960 COLVIN BLVD	TONAWANDA	NY	14150	2				(716)694-7379
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	3	NYS			(716)883-6277
162601	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	2	NYS			(716)683-4722
162601	162680	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	2	NYS			(716)668-7545
162601	162629	398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	2	NYS			(716)875-4752
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14214	2				(716)836-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	2		0362-0102		(716)881-1557
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	2	NYS			(716)895-9201
162602	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	2	NYS			(716)937-9931
162602	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	2	NYS			(716)681-8251
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	2				(716)892-2427
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	2	NYS			(716)674-4545
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	2	NYS			(716)825-2222

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 35

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 35

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11/05/97

ACCOUNT NUMBER: 081120 BUFFALO TOBACCO PROD
VOUCHER NUMBER: 15377472 202-208 RHODE ISLAND
DATE WRITTEN: 11/05/97 BUFFALO , NY 14213
STATUS: PAID
AMOUNT PAID: 44.10 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.15	44.10

EXPLANATION: NOV DOR B2G1F 701647 CAA

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